

Governor's Council on Workforce Investment
Executive Committee
(Draft Pending Approval)
Minutes
July 11, 2008
Milwaukee and Conference Call

Members Present: Tim Sullivan (Chair), Bucyrus International, Inc.; Joel Rogers (Vice Chair), Center on Wisconsin Strategy; Dan Clancy, Wisconsin Technical College System; Roberta Gassman, Department of Workforce Development; Tina Koehn, United Migrant Opportunity Services; Phil Neuenfeldt, Wisconsin State AFL-CIO; Lee Rasch, Western Technical College; Christopher Ruud, Ruud Lighting; Jessica Stoller (for Jack Fischer, Department of Commerce); Dean Welch, IT Convergence.

CWI Member Present: Lyle Balistreri, Milwaukee Building and Construction Trades Council.

CWI Staff Present: Ron Danowski, Gary Denis, Pamela O'Brien.

Others Present: Linda Preysz, Dianne Reynolds, JoAnna Richard, Department of Workforce Development; Kathleen Cullen, WI Technical College System.

CWI Executive Committee Website Link: <http://www.wi-cwi.org/executive/default.htm>

I. Welcome and Introduction

Chair Sullivan updated the Committee on the NGA Policy Academy with sessions scheduled for July 21-23, 2008. Secretary Gassman noted that this work would help jump-start recommendations to the Governor, establish general goals and strategic plans for major initiatives with a public information effort.

A power point was introduced by Ms. Preysz related to the agenda items with proposed recommendations. http://www.wi-cwi.org/powerpoint/exec_meeting_071108.ppt

II. Youth Services

Ms. Reynolds summarized material on Career Academies and referred to the power point on staff-suggested recommendations. Mr. Neuenfeldt noted that Bradley Technical and Trade High School was not on the list but ought to be as it is an excellent model for replication. He introduced CWI member Mr. Balistreri who is on their Board of Directors. Mr. Balistreri emphasized the value of having this type of program in all high schools for young people to have accomplished career skills, and Ms. Koehn reinforced that in order for all students to have exposure to the trade industries. There was a discussion on youth apprenticeship programs with concerns expressed about its narrow focus, the high dollars spent per participant and budget constraints. Mr. Balistreri expressed concern about the staff recommendation to expand the program into the third industry area of construction due to complicated implementation features such as legal requirements and union issues. Discussion continued around Project-Lead-the-Way, Second-Chance Program, and the Manufacturing Standard Certificates. The general consensus was that expansion of existing programs as suggested in the staff recommendations was not going to get at the root problems of the worker pipeline and properly trained job seekers.

III. Adult Training Funding, Skills Jump Start Improvements, WHEG Eligibility for Part-time Students and Increases in Funding, Employer Service Teams, Adult Basic Education

Ms. Preysz summarized from Consultant Ryan Horton's material and the power point. In response to Ms. Koehn's question on the \$250,000 curriculum development grants, Ms. Preysz stated that the pieces for the six grants were just getting packaged. Mr. Rogers and the Chair questioned the comparability of the state funding comparisons on the power point as well as the technical college systems. Committee members expressed concerns related to the staff recommendations that included the general purpose revenue source of funding, competing within the budget process when the state has a deficit, the lack of specific outcomes, effectiveness and accountability measures. There was also discussion about the need to build on what is currently working, review policy implications, metrics for state-wide progress on career ladder growth, wages, etc. and quality issues related to training programs, wages and benefits, etc. Committee members suggested for the next draft of recommendations that staff use an outcomes-based business model, and re-align the current federal dollars and priorities in order to address the current training gap.

Ms. Richard summarized the financial aid issues and Mr. Denis reviewed the Business Service Teams and Adult Basic Education power point sections and agenda Item V. Tax Credits. There was discussion about assessments and the need for local/regional efforts so that they are meaningful for the unique regions rather than general state-wide benchmarks. Ms. Richard circulated an article on "The New Exit Exam... for Jobs" <http://insidehighered.com/news/2008/07/09/certificate>

The meeting continued past the 11:30 a.m. adjournment in order to garner further input. While it was recognized that the Governor wanted budget recommendations in September, by consensus, the Committee postponed action on the staff proposed recommendations, and requested a meeting in August. The Committee expressed the need to have a larger context before finalizing any recommendations. Specific comments included the following:

- There needs to be a macro-fix with systemic changes (to get at the root causes of problems, not band-aid approaches with a small amount of funds as reflected in the staff recommendations);
- Look at rearrangement of existing resources and priorities of federal workforce funds;
- Need clear accountability measures, define actual outcomes as to how these recommendations would benefit job seekers and employers and how many people would benefit;
- Need to know where the funding would come from, and what the dollars are actually going to fund;
- Need solid rationale for endorsing recommendations, comparative data with states using "apples-to-apples" and be on a regional operational basis;
- Take construction out of the youth apprenticeship industry expansion;
- Funds need to be regionally disbursed so that there can be nimble responses at the local level;
- Regional boundaries need to be coterminous among the WDAs, technical colleges, GROW regions, economic development regions, etc. Where did the Workforce System Development Committee stop work on the boundary reconfiguration recommendation?;
- Need to review policy implications;
- Provide employer-supported training, use tax credits that support career pathways, incentives to businesses for training workers for new jobs, ladder step-ups and wage/benefit improvements;

- Align initiatives with RISE efforts;
- Common assessments need to be regional strategies;
- Bridge basic skills with work training needs and include soft skills;
- Identify how the private sector and labor are actually going to be engaged in order to ensure success of system-wide partnership efforts. Collaboration is vital and cannot be usurped for political expediency;
- Augment what is working well such as the Center of Excellence that has a grass-roots organization with labor and management working hand-in-hand;
- Infuse what is working well such as the Bradley Technical High School into the school systems;
- The bottom line that people will ask is "Where are the jobs?" And "How many people have you trained?";
- Where is the support for the adult unemployed?;
- CWI needs clear outcomes and vision;
- Financial Aid staff recommendation for less than part-time students is problematic;
- Design financial assistance support for the less than part-time student if they are employed; and,
- Tax credit for employers that provide apprenticeship would double the support to employers as the unions now provide the funds.

The meeting was adjourned at 11:55 a.m.